



# Data and Privacy File Guides

**Other Data: Business Connect Organization Service**

February 2024

**File name** business\_connect.csv

**File description** Business Connect allows business owners and brand managers to provide details about their businesses and brands, add new users to the team and provide corresponding permissions. This file contains information related to the user and their actions in Business Connect.

**Why Apple keeps this information** Information users provide about businesses or brands may be published to Apple Maps and other location-based products and services to be viewed by the public. Apple also retains the information in this file to manage organizations, members, and roles, to communicate with users about new features or improvements, and for auditing purposes.

| Field Name                               | Details                                                                              |
|------------------------------------------|--------------------------------------------------------------------------------------|
| Attachments                              | Documents provided by user for verification of business ownership                    |
| Claim File Format                        | Format of the uploaded document for the manual claim verification                    |
| Claim File Name                          | Filename of the uploaded document for the manual claim verification                  |
| Claim File Size                          | Size of the uploaded document for the manual claim verification                      |
| Claim Organization ID                    | Organization identifier of the claim                                                 |
| Entitlement-Created By                   | The system generated identifier of the business-connect user that created the record |
| Entitlement-Created Date                 | The date and time the record was created                                             |
| Entitlement-Membership ID                | Identifier to the membership                                                         |
| Entitlement-Modified Date                | The date and time the record was updated                                             |
|                                          |                                                                                      |
| Entitlement-Organization ID              | The identifier of the business-connect organization                                  |
| Entitlement-Organization Relationship ID | The identifier of the organization relationship                                      |
| Entitlement-Resource Type                | Resource entity type (i.e., Organization, Brand)                                     |
| Entitlement-Updated By                   | The system generated identifier of the business-connect user that updated the record |

| Field Name                            | Details                                                                                                                                      |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| Invitation-Attempts                   | Invitation follow-up attempt                                                                                                                 |
| Invitation-Created By                 | The system generated identifier of the business-connect user that created the record                                                         |
| Invitation-Created Date               | The date and time the record was created                                                                                                     |
| Invitation-Email Attributes           | The fields included in the invitation email, at the time the email is generated (i.e., Organization name, designated role for invitee, etc.) |
| Invitation-Expiration                 | Invitation expiration date                                                                                                                   |
| Invitation-Invited By                 | The system generated identifier of the business-connect user                                                                                 |
| Invitation-Is Alternate Email Allowed | Whether a different different login id with different email is allowed to accept invitation                                                  |
| Invitation-Membership ID              | Internal membership ID                                                                                                                       |
| Invitation-Modified Date              | The date and time the record was updated                                                                                                     |
| Invitation-Organization ID            | The identifier of the business-connect organization                                                                                          |
| Invitation-Reason                     | The reason related to the invitation status                                                                                                  |
| Invitation-Status                     | The status of the invitation (e.g., PENDING, ACCEPT, REJECT)                                                                                 |
| Invitation-Status Update              | Invitation status update date                                                                                                                |
| Invitation-Type                       | The type of invitation email templates (e.g., INVITE_ORG, ASK_COWORKER)                                                                      |
| Invitation-Updated By                 | The system generated identifier of the business-connect user that updated the record                                                         |
| Invitation-Verification Code          | Unique invitation code                                                                                                                       |
| Membership-Created By                 | The system generated identifier of the business-connect user that created the record                                                         |
| Membership-Created Date               | The date and time the record was created                                                                                                     |
| Membership-Contact ID                 | Reference identifier of the API-client contact                                                                                               |
| Membership-ID                         | An identifier for the newly created record                                                                                                   |
| Membership-Is Deleted                 | Whether the record has been deleted                                                                                                          |
| Membership-Is Primary Contact         | Whether the user is the primary contact for the organization                                                                                 |
| Membership-Modified date              | The date and time the record was modified                                                                                                    |
| Membership-Organization ID            | The identifier of the business-connect organization                                                                                          |

| Field Name                             | Details                                                                                              |
|----------------------------------------|------------------------------------------------------------------------------------------------------|
| Membership-Status                      | Status of user's relationship to the organization                                                    |
| Membership-Updated By                  | The system generated identifier of the business-connect user that modified the record                |
| Organization Address-Building          | The building name of the organization's address                                                      |
| Organization Address-City              | The city of the organization's address                                                               |
| Organization Address-Country           | The abbreviated country or region of the organization's address                                      |
| Organization Address-Created By        | The system generated identifier of the business-connect user that created the record                 |
| Organization Address-Created Date      | The date and time the record was created                                                             |
| Organization Address-Floor             | The floor number of the organization's address                                                       |
| Organization Address-Full Address      | The full address of the location which includes the Address Street, Address Number, Address Building |
| Organization Address-ID                | The system generated identifier of the business-connect user                                         |
| Organization Address-Latitude          | The organization's latitude                                                                          |
| Organization Address-Longitude         | The organization's longitude                                                                         |
| Organization Address-Modified Date     | The date and time the record was modified                                                            |
| Organization Address-Neighborhood Name | The district or neighborhood of the organization's address                                           |
| Organization Address-Number            | The house number of the organization's address                                                       |
| Organization Address-Region            | The name of the administrative region (e.g., US County) of the organization's address                |
| Organization Address-State             | The state or province of the organization's address                                                  |
| Organization Address-Street            | The street name of the organization's address                                                        |
| Organization Address-Type              | The address type (e.g., Billing, Shipping, Legal)                                                    |
| Organization Address-Unit              | The unit number of the organization's address                                                        |
| Organization Address-Updated By        | The system generated identifier of the business-connect user that modified the record                |
| Organization Address-Zip code          | The postal code of the organization's address                                                        |
| Organization-Created By                | The system generated identifier of the business-connect user that created the record                 |
| Organization-Created Date              | The date and time the record was created                                                             |

| Field Name                                | Details                                                                                         |
|-------------------------------------------|-------------------------------------------------------------------------------------------------|
| Organization-Currency                     | The currency the organization operates                                                          |
| Organization-DUNS Number                  | The DUNS number of the organization                                                             |
| Organization-Email Domain                 | The email domain of the organization                                                            |
| Organization-Employees                    | The number of employees within the organization                                                 |
| Organization-ID                           | An identifier of the new created record                                                         |
| Organization-Locations                    | The number of places within the organization                                                    |
| Organization-Modified Date                | The date and time the record was modified                                                       |
| Organization-Name                         | The name of the organization                                                                    |
| Organization-Phone Number                 | The phone number of the organization                                                            |
| Organization-Referrer-URL                 | Apple URL used to access Business Connect                                                       |
| Organization Relationship-Agency ID       | Identifier to the business-connect organization for certain organization types (e.g., Agencies) |
| Organization Relationship-Created By      | The system generated identifier of the business-connect user that created the record            |
| Organization Relationship-Created Date    | The date and time the record was created                                                        |
| Organization Relationship-ID              | An identifier of the new created record                                                         |
| Organization Relationship-Organization ID | Identifier to the business-connect organization for certain organization types (e.g., Brands)   |
| Organization Relationship-Status          | The status of the organization relationship (e.g., PENDING, ACTIVE)                             |
| Organization Relationship-Updated By      | The system generated identifier of the business-connect user that updated the record            |
| Organization Relationship-Updated Date    | The date and time the record was updated                                                        |
| Organization-Review Status                | The organization review status (e.g., approved, rejected)                                       |
| Organization-Timezone                     | The timezone the organization operates                                                          |
| Organization Type-Created By              | The system generated identifier of the business-connect user that created the record            |
| Organization Type-Created Date            | The date and time the record was created                                                        |
| Organization Type-Description             | The description of the Organization                                                             |
| Organization Type-Name                    | The short title of organization type (e.g., SMB, FRANCHISE, BRAND, AGENCY, AGGREGATOR)          |

| Field Name                                | Details                                                                                                     |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| Organization Type-Updated By              | The system generated identifier of the business-connect user that updated the record                        |
| Organization Type-Updated Date            | The date and time the record was updated                                                                    |
| Organization-Updated By                   | The system generated identifier of the business-connect user that modified the record                       |
| Organization-URL                          | The Home page of the organization                                                                           |
| Organization Verification-Attempted       | Organization verification attempt                                                                           |
| Organization Verification-Created By      | The system generated identifier of the business-connect user that created the record                        |
| Organization Verification-Created Date    | The date and time the record was created                                                                    |
| Organization Verification-Method          | The method verification of the organization (e.g., DOCUMENT_REVIEW, DOMAIN_OWNERSHIP, AUTOMATED_PHONE_CALL) |
| Organization Verification-Modified date   | The date and time the record was updated                                                                    |
| Organization Verification-Organization ID | The identifier of the business-connect organization                                                         |
| Organization Verification-Status          | Organization verification status                                                                            |
| Organization Verification-Updated By      | The system generated identifier of the business-connect user that updated the record                        |
| Permission-Action                         | The permission action (e.g., EDIT, DELETE, READ)                                                            |
| Permission-Created By                     | The system generated identifier of the business-connect user that created the record                        |
| Permission-Created Date                   | The date and time the record was created                                                                    |
| Permission-Description                    | The permission description                                                                                  |
| Permission-Is Internal                    | Whether the back-office role indicator is internal                                                          |
| Permission-Is-Reserved                    | Whether the permission is reserved                                                                          |
| Permission-Resource Type                  | The resource entity type for permission                                                                     |
| Permission-Updated By                     | The system generated identifier of the business-connect user that updated the record                        |
| Permission-Updated Date                   | The date and time the record was updated                                                                    |
| Photo Information Details                 | All metadata associated with the photo                                                                      |
| Place-Address                             | The address of the Place on the map                                                                         |
| Place-Business Attributes                 | Business attributes of the Place, aka “Good to Know”                                                        |

| Field Name                | Details                                                                                                    |
|---------------------------|------------------------------------------------------------------------------------------------------------|
| Place-Call To Action      | Primary action button that will be shown on the Place Card                                                 |
| Place-Categories          | Categories of this Place (i.e., Restaurant, Convenience Store, Grocery)                                    |
| Place-Display Point       | The latitude and longitude coordinates of the Place                                                        |
| Place-Hours               | The opening hours of the Place                                                                             |
| Place-Is Appointment Only | Whether the Place is by appointment only                                                                   |
| Place-Name                | Localized names of the place                                                                               |
| Place-Nickname            | The nickname for Place record                                                                              |
| Place-Open Status         | The status of the Place (e.g., Open, Closed)                                                               |
| Place-Phone Number        | Phone numbers that relate to this Place                                                                    |
| Place-Stories             | Background stories of the Place (e.g., "About")                                                            |
| Place-Store Code Name     | The store code for the Place                                                                               |
| Place-URLs                | URLs associated with the Place                                                                             |
| Promotion-Call To Action  | Marketing metadata that is shown with the showcase (i.e., Add Photo, Call, Message, Rate, Book Room, etc.) |
| Promotion-Contents        | The title of description in the showcase                                                                   |
| Promotion-Description     | The user provided text that is displayed in the showcase                                                   |
| Promotion-ID              | An identifier of the new created record                                                                    |
| Promotion-Locale          | The user-selected language of the showcase                                                                 |
| Role-Created By           | The system generated identifier of the business-connect user that created the record                       |
| Role-Created Date         | The date and time the record was created                                                                   |
| Role-Description          | Role description                                                                                           |
| Role-Display Order        | Role sort order                                                                                            |
| Role-Is Delegated Access  | Role for delegated access indicator                                                                        |
| Role-Is Internal          | Back-office role indicator                                                                                 |
| Role-Is Reserved          | Role reserved indicator                                                                                    |
| Role-Is Service User      | Role for device-user indicator                                                                             |
| Role-Is Team Member       | Role for team member indicator                                                                             |
| Role-Name                 | Name of the Role                                                                                           |

| Field Name                         | Details                                                                              |
|------------------------------------|--------------------------------------------------------------------------------------|
| Role Permission-Created By         | The system generated identifier of the business-connect user that created the record |
| Role Permission-Created Date       | The date and time the record was created                                             |
| Role Permission-Connect Permission | The Identifier of the business-connect permission                                    |
| Role Permission-Connect Role       | The Identifier of the business-connect role                                          |
| Role Permission-Updated By         | The system generated identifier of the business-connect user that updated the record |
| Role Permission-Updated Date       | The date and time the record was updated                                             |
| Role-Updated By                    | The system generated identifier of the business-connect user that updated the record |
| Role-Updated Date                  | The date and time the record was updated                                             |
| Showcase-End Date                  | The date and time at which showcase will end                                         |
| Showcase-ID                        | An identifier of the new created record                                              |
| Showcase-Start Date                | The date and time at which showcase will began                                       |
| Showcase-Type                      | The type of showcase                                                                 |
| TOU Acceptance-Created By          | The system generated identifier of the business-connect user that created the record |
| TOU Acceptance-Created Date        | The date and time the record was created                                             |
| TOU Acceptance-Date Accepted       | The data and time the user accepted the Terms of Use (ToU).                          |
| TOU Acceptance-ID                  | The system generated identifier of the business-connect user                         |
| TOU Acceptance-Modified Date       | The date and time the record was modified                                            |
| TOU Acceptance-Organization ID     | The identifier of the business-connect organization                                  |
| TOU Acceptance-Signed By           | Signatory reference to business-connect user                                         |
| TOU Acceptance-TOU ID              | Reference to the ToU content                                                         |
| TOU Acceptance-Updated By          | The system generated identifier of the business-connect user that updated the record |
| TOU Detail-Content                 | Actual text ToU content/html                                                         |
| TOU Detail-Created By              | The system generated identifier of the business-connect user that created the record |
| TOU Detail-Created Date            | The date and time the record was created                                             |
| TOU Detail-Title                   | Short title for the ToU content                                                      |



| Field Name                                 | Details                                                                                    |
|--------------------------------------------|--------------------------------------------------------------------------------------------|
| TOU Detail-Updated By                      | The system generated identifier of the business-connect user that modified the record      |
| TOU Detail-Updated Date                    | The date and time the record was updated                                                   |
| TOU Detail-Version Label                   | Version label for convenience                                                              |
| User-Created By                            | The system generated identifier of the business-connect user that created the record       |
| User-Created Date                          | The date the record was created                                                            |
| User-Email                                 | The user's email address                                                                   |
| User-First Name                            | The user's first name                                                                      |
| User-ID                                    | An identifier of the newly created record                                                  |
| User-Last Logged In Date                   | The last date and time on which the user was signed in to the Apple application or service |
| User-Last Name                             | The user's last name                                                                       |
| User-Modification Date                     | The date the record was updated                                                            |
| User-Name                                  | The full name that the user provided                                                       |
| User-Phone Number                          | The user's phone number                                                                    |
| User Settings-Created By                   | The system generated identifier of the business-connect user that created the record       |
| User Settings-Created Date                 | The date and time the record was created                                                   |
| User Settings-Email Notification Status    | Whether Apple use the Apple ID email for communication                                     |
| User Settings-ID                           | The system generated identifier of the business-connect user                               |
| User Settings-Is Deleted                   | Whether the record has been deleted                                                        |
| User Setting-Modification Date             | The date and time the record was updated                                                   |
| User Settings-Notification Status          | Whether notifications are enabled for updates to data provided by user                     |
| User Settings-Organization                 | Organization identifier of recently visited organization                                   |
| User Settings-Placecard Photo Notification | Whether notifications are enabled for updates to Placecard Photo                           |
| User Settings-Preferred Language           | User's preferred language                                                                  |
| User Settings-Team Membership Notification | Whether notifications are enabled for updates to team membership                           |

| Field Name                        | Details                                                                                         |
|-----------------------------------|-------------------------------------------------------------------------------------------------|
| User Settings-Timezone Offset Min | The difference between GMT (UTC) and the user's local time when an event originated, in minutes |
| User Settings-Updated By          | The system generated identifier of the business-connect user that modified the record           |
| User-Updated By                   | The system generated identifier of the business-connect user that modified the record           |